

Section IV Cessation Activities

This section will open with a general session Monday afternoon, June 2, to hear status reports on cessation methods: (a) behavior therapy, (b) hypnosis, (c) pharmacologic intervention, (d) physician intervention and personal health counseling, and (e) public education. The status report on smoking withdrawal clinics is dealt with separately, Wednesday afternoon, June 4.

Tuesday morning, June 3, the section will break into four separate workshops: (a) behavior therapy, (b) pharmacologic intervention, (c) public education, and (d) a combined workshop for physician intervention, personal health counseling and hypnosis.

Tuesday afternoon, June 3, the entire section will reconvene for a general session—a symposium on the difficulties people have in giving up smoking.

Wednesday morning, June 4, the section will break again, this time into three symposia: (a) research methodology, (b) guidelines for organizing smoking withdrawal clinics, (c) conference recommendations.

Wednesday afternoon, June 4, the section will reconvene in general session to consider recommendations.

Thursday morning, June 5, all sections will come together for the closing plenary session of the entire conference.

Monday June 2
1:30 to 5:00
Basildon Room

General Session: STATUS REPORTS ON CESSATION METHODS

Chairman: Keith P. Ball

1. Behavior Therapy. Edward Lichtenstein
2. Hypnosis. Martin T. Orne
3. Pharmacologic Intervention. Murray E. Jarvik
4. Physician Intervention and Personal Health Counseling. Geoffrey Rose
5. Public Education. Lars M. Ramstrom
6. Smoking Withdrawal Clinics (see Wednesday afternoon)

Tuesday June 3
9:00 to 12:00
Duke of Windsor
Suite

Workshop A: BEHAVIOR THERAPY

Chairman: Edward Lichtenstein

Panel: Johannes C. Brengelmann, Joseph E. Cautela,
Steven A. Kopel

Tuesday June 3
9:00 to 12:00
Vanderbilt Suite

Workshop B: PHARMACOLOGIC INTERVENTION

Chairman: Murray E. Jarvik

Panel: Bo Brantmark, Borje E. Ejrup, Jane F. Emele,
Ove B. Ferno, Ellen R. Gritz, Ian P. Stolerman

Tuesday June 3
9:00 to 12:00
Conrad's Salon

Workshop C: PUBLIC EDUCATION

Chairman: Lars M. Ramstrom

Panel: Rosmarie Erben, Gisela A. Gastrin

Tuesday June 3
9:00 to 12:00
Conrad's Dining Room

**Workshop D: PHYSICIAN INTERVENTION,
PERSONAL HEALTH COUNSELING,
HYPNOSIS**

Chairmen: Geoffrey Rose, Martin T. Orne

Panel: Herbert Spiegel, S. Leonard Syme, Richard W.
Turner, Lars Wilhelmsen

Tuesday June 3
2:30 to 5:30
John Jacob Astor
Salon

General Session: PANEL DISCUSSION

*Why Do So Many People Have So Much Difficulty Giving
Up Smoking and What Can We Do About It?*

Chairman: Daniel Horn

Panel: Jerome H. Jaffe, Bernard Mausner, M. A. H.
Russell

Wednesday June 4
9:00 to 12:00
Conrad's Salon

**Symposium A: RESEARCH METHODOLOGY IN
SMOKING CESSATION**

Chairman: Douglas A. Bernstein

Panel: William A. Hunt, Ovide F. Pomerleau, Jerome L.
Schwartz, Bruce C. Straits

Wednesday June 4
9:00 to 12:00
Conrad's Dining Room

**Symposium B: GUIDELINES FOR ORGANIZING
SMOKING WITHDRAWAL CLINICS**

Chairman: Lloyd A. Shewchuk

Panel: Johannes C. Brengelmann, Dee Burton, G. Craig
Caputo, Laura Karenen, Boris Luban-Plozza

Wednesday June 4
9:00 to 12:00
Basildon Room

**Symposium C: COMMITTEE ON CONFERENCE
RECOMMENDATIONS**

Chairman: Donald T. Fredrickson

Panel: Joseph Chadwick, Paul M. Insel, Alan S. Meyer,
George Saunders, Jerome L. Schwartz

Wednesday June 4
1:30 to 3:15
Basildon Room

GENERAL SESSION

1. *Status Report on Smoking Cessation Clinics*

Chairman: Branko Kesic

a. Report on U.S. and Canada: Jerome L. Schwartz

b. Report on Europe, Asia, South America: Else-Lill Berglund

Wednesday June 4
3:30 to 5:00
Basildon Room

2. *An Integrated Approach to Smoking Control*

Chairman: Gosta Tibblin

Panel: Joseph Chadwick, Lars Wilhelmsen, Peter D. Wood, Alfred McAlister

Thursday June 5
9:00 to 12:00
Empire Room

Closing Plenary Session for the Entire Conference

Chairman: Sir George E. Godber

Report of recommendations from each of the five sections and adoption of recommendations.

Section V Governmental and Social Action

This section will open with a general session, Monday afternoon, June 2, to hear reports on governmental and social action around the world.

There will be no breakdown into separate sub-sections. This group will remain together in general session Monday afternoon, June 2, all day Tuesday, June 3, and all day Wednesday, June 4.

Tuesday morning and afternoon, June 3, there will be reports and discussion on special approaches to the control of smoking.

Wednesday morning, June 4, there will be reports and discussion on organizing for action at the international, regional, national and voluntary organization levels. The session on organizing for action will continue part way into the Wednesday afternoon session.

During the latter part of that session (Wednesday afternoon, June 4), recommendations for future action will be considered and adopted.

Thursday morning, June 5, all sections will come together for the closing plenary session of the conference.

Monday June 2
1:30 to 5:00
Empire Room

General Session: GOVERNMENTAL AND SOCIAL ACTION AROUND THE WORLD

Chairman: Robert M. Taylor

1. Survey of legislative action by governments around the world. Jean De Moerloose
2. Survey of educational programs on smoking in Europe. Wolfgang E. Fritsche
3. Anti-smoking programs in several countries
 - a. Austria. Michael Kunze
 - b. Switzerland. Meinrad E. Schär
 - c. England. Jack B. Cornish
 - d. Poland. Kornel Gibinski
 - e. Sweden. Gosta Tibblin
 - f. United States. Michael Pertschuk
 - g. U.S.S.R. D. Loransky
 - h. Yugoslavia. Djordje Jakovljevic

Tuesday June 3
9:00 to 12:00
Empire Room

**General Session: SPECIAL APPROACHES TO THE
CONTROL OF SMOKING (I)**

Chairman: Carl E. Sturkell

1. *Phasing out tobacco*
 - a. The economic and political aspects of phasing out tobacco. Leo A. Kaprio,
 - b. The effects on a tobacco-dependent economy. Vladimir Kalaydjiev,
 2. *"Pricing out" tobacco*
 - a. Price as a factor in cigarette consumption. Robert H. Miller,
 3. *Prohibition of Advertising*
 - a. The effect of the advertising ban on consumption. James L. Hamilton
 - b. Some problems in phasing out advertising. Michael M. Daube
 - c. Should advertising be banned? Karl R. Waernberg, Anders Bratholm
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Tuesday June 3
2:30 to 5:30
Empire Room

**General Session: SPECIAL APPROACHES TO THE
CONTROL OF SMOKING (II)**

Chairman: Luther L. Terry

1. *Reducing tar, nicotine and CO levels in cigarettes*
 - a. Methods for reducing tar, nicotine and CO levels in cigarettes; experiences in reducing these components in different countries. Gio B. Gori
 - b. Taxing cigarettes according to tar content. William Drayton
 2. *Cessation Programs*
 - a. Status of cessation programs around the world. Jerome L. Schwartz
 3. *Restriction on Smoking in Public Places*
 - a. Health hazards to the passive smoker. Scientific evidence. Wilbert S. Aronow,
 - b. Governmental and social action to restrict smoking. John F. Banzhaf III.
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Wednesday June 4
9:00 to 12:00
Empire Room

General Session: ORGANIZING FOR ACTION

Chairman: Kjell Bjartveit

1. The Expert Committee of WHO; a report.
Mikhail A. Akhmeteli
2. The Nordic Council; a report. K. Olavi Elo
3. Organizing for action in Latin America; a proposal.
Daniel J. Joly
4. Special Government Agencies
 - a. The National Council on Smoking and Health, Norway. Kjell Bjartveit
 - b. The Health Education Council, U.K.
Arthur J. Dalzell-Ward
5. Voluntary Organizations
 - a. The role and performance of the voluntary organization in control of smoking. Nigel Gray
 - b. Panel:
 - (1) American Cancer Society: Allan K. Jonas
 - (2) ASH, England: Michael M. Daube
 - (3) Israel Cancer Association: Dov B. Ben-Meir
 - (4) National Association on Smoking and Health, Norway: Allan Aarflot
 - (5) National Interagency Council on Smoking and Health (U.S.A.): Roger W. Schmidt
 - (6) World Conference of 7th Day Adventists:
J. Wayne McFarland

Wednesday June 4
1:30 to 2:30
Empire Room

General Session

1. Voluntary organizations (continued from morning session)

2:45 to 5:15
Empire Room

2. General Session: RECOMMENDATIONS ON GOVERNMENTAL AND SOCIAL ACTION

Chairman: Robert M. Taylor

- a. Governmental programs. Fritz Beske
- b. Motivating governments to act. Berit As
- c. Adoption of recommendations.

Thursday June 5
9:00 to 12:00
Empire Room

Closing Plenary Session for the Entire Conference

Chairman: Sir George E. Godber

Report of recommendations from each of the five sections and adoption of recommendations.

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